

In the Claims:

1. (Original) A method of selling regulated goods over a computer network, wherein the computer network comprises a Web site of a seller and a plurality of Web clients in communication with the Web site, and wherein buyers communicate with the Web site via respective Web clients, the method comprising:

displaying information about regulated goods offered for sale via the Web site;

receiving an offer at the Web site from a buyer, via a respective Web client, to purchase the regulated goods;

verifying that the buyer is authorized to purchase the regulated goods by verifying that the buyer has a valid license issued by a regulatory agency for the regulated goods; and

sending an acceptance of the offer to the buyer in response to verifying that the buyer is authorized to purchase the regulated goods.

2. (Original) The method of Claim 1, further comprising verifying that the regulated goods offered for sale are legal for use within the buyer's location in response to verifying that the buyer is authorized to purchase the regulated goods.

3. (Original) The method of Claim 1, further comprising initiating delivery of the regulated goods to the buyer in response to verifying that the buyer is authorized to purchase the regulated goods.

4. (Original) The method of Claim 1, further comprising initiating a transfer of funds from a financial account of the buyer to a financial account of the seller.

5. (Original) The method of Claim 4, wherein the step of initiating a transfer of funds comprises notifying a third party financial institution via the computer network to transfer funds from a financial account of the buyer to a financial account of the seller.

6. (Original) The method of Claim 1, wherein the information listed about the regulated goods offered for sale comprises a designation of a time period within which offers to purchase the regulated goods at the sales price will be accepted.

7. (Original) The method of Claim 1, wherein displaying information about the regulated goods offered for sale comprises displaying cost information for shipping the regulated goods to a buyer location.

8. (Original) The method of Claim 1, wherein the regulated goods are selected from the group consisting of agricultural chemicals, seeds, and animal health products.

9. (Original) The method of Claim 1, further comprising storing information about a sale of regulated goods to the buyer.

10. (Original) The method of Claim 1, further comprising imposing restrictions as to where and from whom offers to purchase the regulated goods will be accepted.

11. (Original) The method of Claim 3, wherein initiating delivery of the regulated goods comprises:

conducting a reverse auction over the computer network, wherein carriers, via respective Web clients, can submit bids for delivering the regulated goods to the buyer; and

declaring a winning carrier, wherein the winning carrier submitted a lowest bid for delivering the regulated goods to the buyer.

12. (Currently Amended) The method of Claim ~~[[1]]~~ 3, wherein initiating delivery of the regulated goods comprises initiating delivery of the regulated goods via a third party freight dispatcher in communication with the Web site.

13-26. (Canceled)

27. (Original) A system for selling regulated goods over a computer network, wherein the computer network comprises a Web site of a seller and a plurality of Web

clients in communication with the Web site, and wherein buyers communicate with the Web site via respective Web clients, the system comprising:

means for displaying information about regulated goods offered for sale via the Web site;

means for receiving an offer at the Web site from a buyer, via a respective Web client, to purchase the regulated goods;

means for verifying that the buyer is authorized to purchase the regulated goods by verifying that the buyer has a valid license issued by a regulatory agency for the regulated goods; and

means for sending an acceptance of the offer to the buyer in response to verifying that the buyer is authorized to purchase the regulated goods.

28. (Original) The system of Claim 27, further comprising means for verifying that the regulated goods offered for sale are legal for use within the buyer's location in response to verifying that the buyer is authorized to purchase the regulated goods.

29. (Original) The system of Claim 27, further comprising means for initiating delivery of the regulated goods to the buyer in response to verifying that the buyer is authorized to purchase the regulated goods.

30. (Original) The system of Claim 27, further comprising means for initiating a transfer of funds from a financial account of the buyer to a financial account of the seller.

31. (Original) The system of Claim 30, wherein the means for initiating a transfer of funds comprises means for notifying a third party financial institution via the computer network to transfer funds from a financial account of the buyer to a financial account of the seller.

32. (Original) The system of Claim 27, wherein the information listed about the regulated goods offered for sale comprises a designation of a time period within which offers to purchase the regulated goods at the sales price will be accepted.

33. (Original) The system of Claim 27, wherein means for displaying information about the regulated goods offered for sale comprises means for displaying cost information for shipping the regulated goods to a buyer location.

34. (Original) The system of Claim 27, wherein the regulated goods are selected from the group consisting of agricultural chemicals, seeds, and animal health products.

35. (Original) The system of Claim 27, further comprising means for storing information about a sale of regulated goods to the buyer.

36. (Original) The system of Claim 27, further comprising means for imposing restrictions as to where and from whom offers to purchase the regulated goods will be accepted.

37. (Original) The system of Claim 29, wherein means for initiating delivery of the regulated goods comprises:

means for conducting a reverse auction over the computer network, wherein carriers, via respective Web clients, can submit bids for delivering the regulated goods to the buyer; and

means for declaring a winning carrier, wherein the winning carrier submitted a lowest bid for delivering the regulated goods to the buyer.

38. (Currently Amended) The system of Claim ~~[[27]]~~ 29, wherein means for initiating delivery of the regulated goods comprises means for initiating delivery of the regulated goods via a third party freight dispatcher in communication with the Web site.

39-52. (Canceled)

53. (Original) A computer program product for selling regulated goods over a computer network, wherein the computer network comprises a Web site of a seller and a plurality of Web clients in communication with the Web site, and wherein buyers communicate with the Web site via respective Web clients, the computer program product comprising a computer usable storage medium having computer readable program code embodied in the medium, the computer readable program code comprising:

computer readable program code that displays information about regulated goods offered for sale via the Web site;

computer readable program code that receives an offer at the Web site from a buyer, via a respective Web client, to purchase the regulated goods;

computer readable program code that verifies that the buyer is authorized to purchase the regulated goods by verifying that the buyer has a valid license issued by a regulatory agency for the regulated goods; and

computer readable program code that sends an acceptance of the offer to the buyer in response to verifying that the buyer is authorized to purchase the regulated goods.

54. (Original) The computer program product of Claim 53, further comprising computer readable program code that verifies that the regulated goods offered for sale are legal for use within the buyer's location in response to verifying that the buyer is authorized to purchase the regulated goods.

55. (Original) The computer program product of Claim 53, further comprising computer readable program code that initiates delivery of the regulated goods to the buyer in response to verifying that the buyer is authorized to purchase the regulated goods.

56. (Currently Amended) The computer program product of Claim ~~[[1]]~~ 53, further comprising computer readable program code that initiates a transfer of funds from a financial account of the buyer to a financial account of the seller.

57. (Original) The computer program product of Claim 56, wherein the computer readable program code that initiates a transfer of funds comprises computer

readable program code that notifies a third party financial institution via the computer network to transfer funds from a financial account of the buyer to a financial account of the seller.

58. (Original) The computer program product of Claim 53, wherein the information listed about the regulated goods offered for sale comprises a designation of a time period within which offers to purchase the regulated goods at the sales price will be accepted.

59. (Original) The computer program product of Claim 53, wherein computer readable program code that displays information about the regulated goods offered for sale comprises computer readable program code that displays cost information for shipping the regulated goods to a buyer location.

60. (Original) The computer program product of Claim 53, wherein the regulated goods are selected from the group consisting of agricultural chemicals, seeds, and animal health products.

61. (Original) The computer program product of Claim 53, further comprising computer readable program code that stores information about a sale of regulated goods to the buyer.

62. (Original) The computer program product of Claim 53, further comprising computer readable program code that imposes restrictions as to where and from whom offers to purchase the regulated goods will be accepted.

63. (Original) The computer program product of Claim 55, wherein computer readable program code that initiates delivery of the regulated goods comprises:

computer readable program code that conducts a reverse auction over the computer network, wherein carriers, via respective Web clients, can submit bids for delivering the regulated goods to the buyer; and

computer readable program code that declares a winning carrier, wherein the winning carrier submitted a lowest bid for delivering the regulated goods to the buyer.

64. (Currently Amended) The computer program product of Claim ~~[[53]]~~ 55, wherein computer readable program code that initiates delivery of the regulated goods comprises computer readable program code that initiates delivery of the regulated goods via a third party freight dispatcher in communication with the Web site.

65-78. (Canceled)

79. (Previously Presented) The system of Claim 27, further comprising a computer usable storage medium having computer readable program code embodied in the medium, and

wherein the means for displaying information about regulated goods offered for sale via the Web site comprises computer readable program code that displays information about regulated goods offered for sale via the Web site,

wherein the means for receiving an offer at the Web site from a buyer, via a respective Web client, to purchase the regulated goods comprises computer readable program code that receives an offer at the Web site from a buyer, via a respective Web client, to purchase the regulated goods,

wherein the means for verifying that the buyer is authorized to purchase the regulated goods by verifying that the buyer has a valid license issued by a regulatory agency for the regulated goods comprises computer readable program code that verifies that the buyer is authorized to purchase the regulated goods by verifying that the buyer has a valid license issued by a regulatory agency for the regulated goods, and

wherein the means for sending an acceptance of the offer to the buyer in response to verifying that the buyer is authorized to purchase the regulated goods comprises computer readable program code that sends an acceptance of the offer to the buyer in response to verifying that the buyer is authorized to purchase the regulated goods.

80. (Previously Presented) The method of Claim 1, wherein receiving an offer at the Web site from a buyer, via a respective Web client, to purchase the regulated goods comprises:

conducting an auction over the computer network to solicit bid offers to purchase the regulated goods;

receiving at least one bid offer to purchase the regulated goods; and

declaring a buyer that submits a highest bid offer for the regulated goods a winner,

and

wherein sending an acceptance of the offer to the buyer in response to verifying that the buyer is authorized to purchase the regulated goods comprises sending an acceptance of the bid offer to the buyer that submitted the highest bid in response to verifying that the buyer that submitted the highest bid is authorized to purchase the regulated goods.